

Arizona Prosecuting Attorneys' Advisory Council
McCain Institute for International Leadership, Arizona State University
Arizona Human Trafficking Council
The Governor's Office of Youth, Faith & Family

Presents

**Sex Trafficking in Arizona: Dynamics, Demand-Reduction & Offender
Accountability**

January 26, 2018

Maricopa County Security Center, Phoenix, Arizona



**DEMAND REDUCTION: Challenges &
Successes**

Presented by:

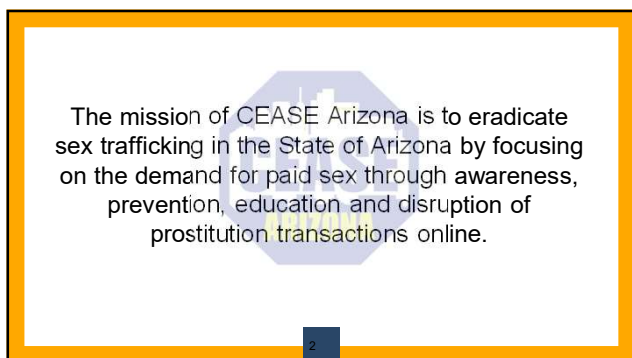
ANGIE BAYLESS

Distributed by:

ARIZONA PROSECUTING ATTORNEYS' ADVISORY COUNCIL
1951 West Camelback Road, Suite 202
Phoenix, Arizona 85015

ELIZABETH ORTIZ
EXECUTIVE DIRECTOR







- Those who purchase sex fuel the illegal sex industry.
- most women in prostitution do not have a choice.
- the men who **buy sex....**they always have a choice

4

5



Buyer Arrests

less than 200 a year

“When people accept breaking the law as normal, something happens to the whole society” – Orson Welles



Focusing on holding buyers accountable **strengthens and supports** larger efforts against forced prostitution

"If you commit any other crime, you pay the price.
Why should buying sex be different?"

7

PROSTITUTION IS NOT A VICTIMLESS CRIME



8

Google

<1 million

Google internet searches for prostituted people in Arizona

Advertising Programs Business Solutions About Google Go to Google UK
© 2015 - Privacy

BIG

CONCEPT

If there were no buyers, there would be no business for the pimps and traffickers and no victims of human trafficking.

10



WHO

BUYS SEX?

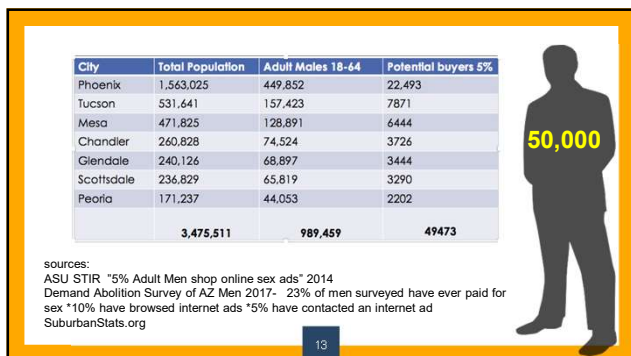


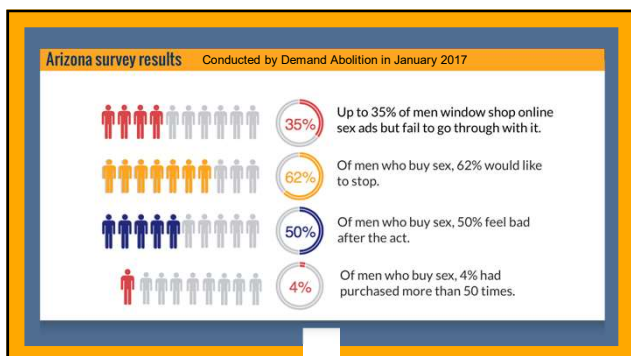
11

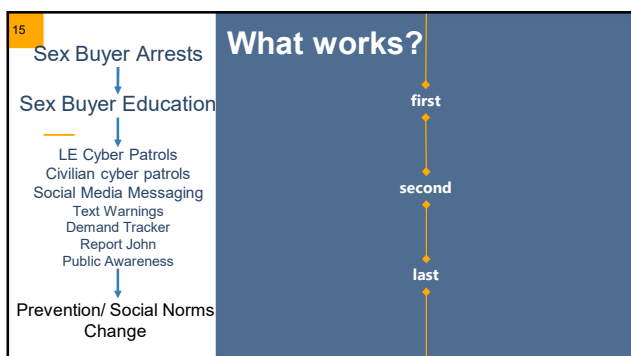
2% of the buyers account for 75% of transactions.

Over 10% transactions occurring in illicit massage parlors- the more they buy, the less they spend

12







WHAT

IS BEING DONE ABOUT IT?

Stop

Deter

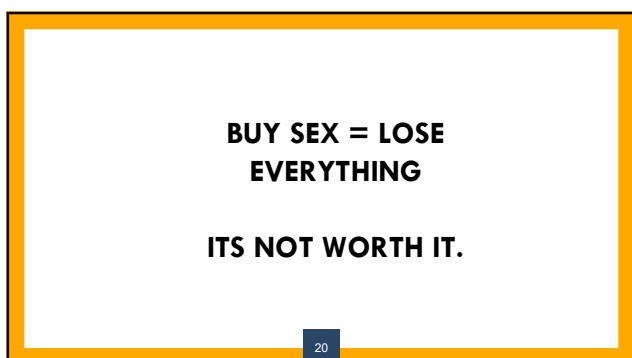
Evolve

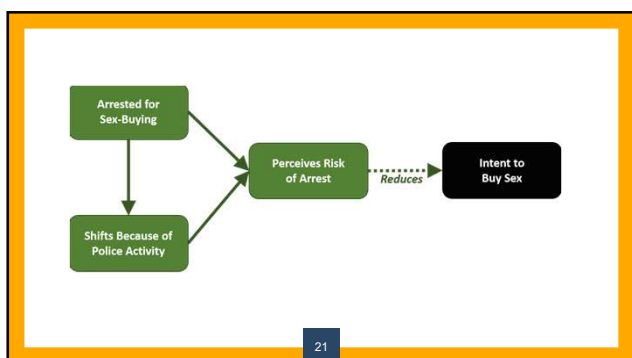
Three years = 40% reduction in online purchase intent and 37% reduction in number of prostituted people advertising online

- ✓ 400 misdemeanor arrests of buyers
- ✓ Billboard campaign for Super Bowl 3,000,000 impressions
- ✓ Nearly 1,000,000 google ads delivered
- ✓ 4,000 buyer impressions on Facebook
- ✓ Nearly 400,000 total impressions on Facebook
- ✓ 8500 warning text messages delivered
- ✓ Over 500 cyber patrol conversations between female detectives and buyers
- ✓ Mandatory booking policy change
- ✓ City of Phoenix workplace policy against buying sex in place
- ✓ 87 arrests during 2 week fake illicit massage parlor operation
- ✓ 300 sex buyer education diversion
- ✓ fake escort website operation = 300 warned via email, 10 arrested

Size matters

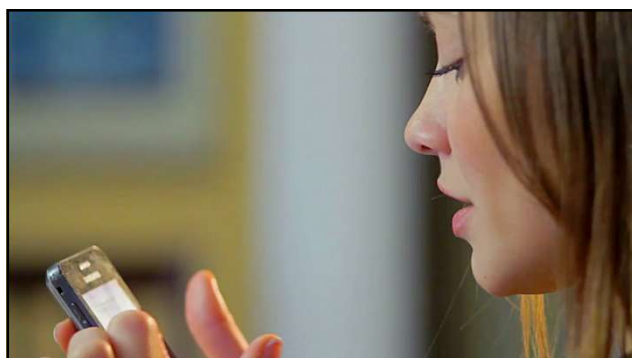










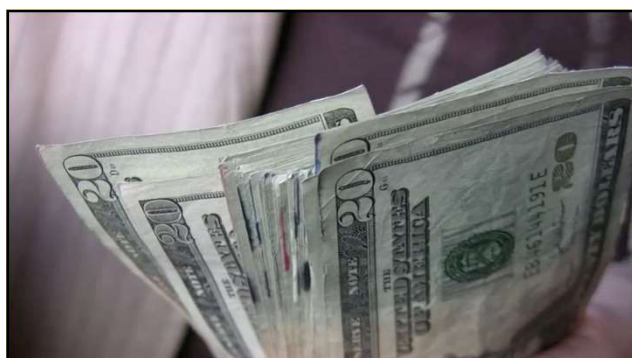




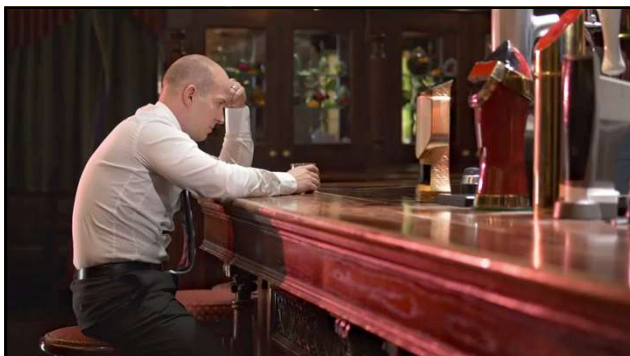












32

01-12-18 22:28 #2191

Bukkaroo
Regular Member

Posts: 23

Phoenix MP Sting
Scary stuff! Pretty sure I saw their ad on BP too.
86 guys in 10 days. Be vigilant and stay safe out
there guys!
<http://ktla.com/2018/01/12/phoenix-p...m-sexual-acts/>

01-13-18 09:55 #5225

DrPoon
Senior Member

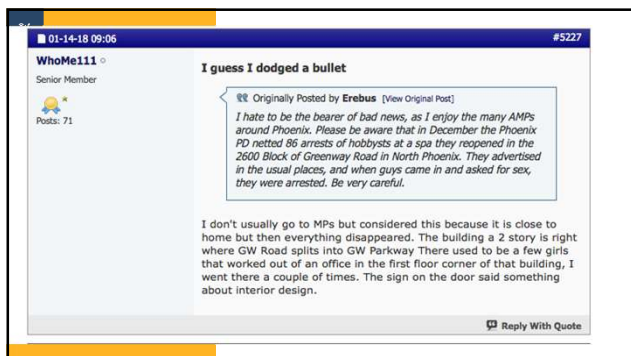
Posts: 175

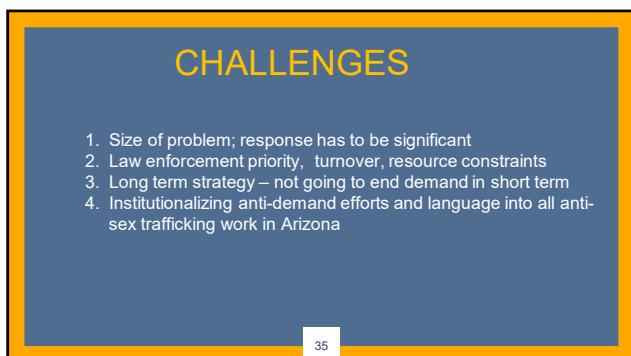
Originally Posted by **HornyStud69** [View Original Post]
Curious. I had that subtle feeling about going to Golden.

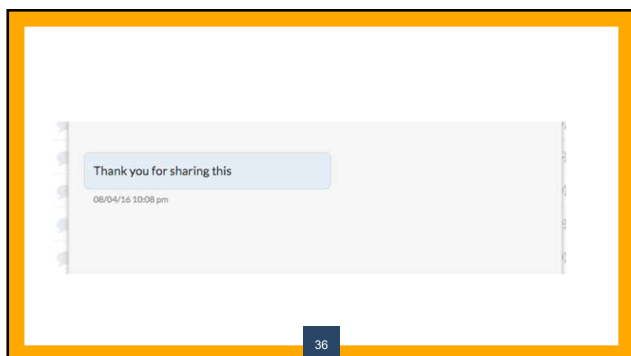
Into the valley of death, rode the 86.

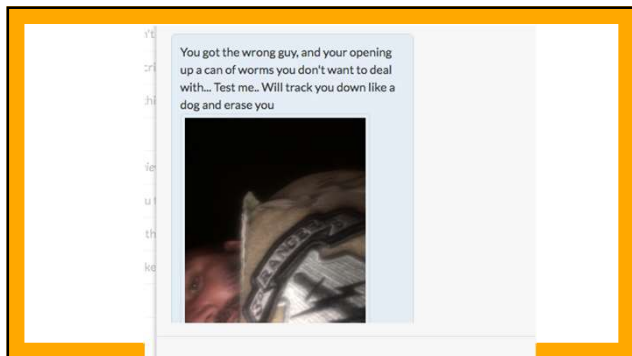
Reply With Quote

33









CHATBOT

24 hours – 1 ad

total Bot Conversations Phoenix

-

Total Conversations: 329

With Deterrence message: 109

Deterrence Percentage: 51.36%

-

Total messages: 4607

Total inbound SMS messages: 2364

Total outbound SMS messages: 2243

-

Approx wasted potential buyer time: 6.57 hrs

38

backpage response: (310) 929-6819... Inbox x

icek211@gmail.com via backpage.com <mail+5a6a7dc2@relay2.backpage.com>
to me ▾

From: icek211@gmail.com

Get a job.or go see a Shrink. Krazy

kz298877@gmail.com via backpage.com <mail+5a692b4d@relay2.backpage.com>
to me ▾

From: kz298877@gmail.com

Get a like you FUCKING PSYCHO. EMAILED THIS AD TO LAPD

39

2018

- Social Norms focus, not just individual buyers
- Illicit Massage Parlors are the new "safe place" to buy sex
- Lack of media coverage
- Business sector- multi-sector approach
- Harms of pornography awareness and education critical in the long term strategy to end sexual exploitation
- Deploy technology: chat bot
- Continue existing tactics: social media messaging, google ad words, text campaigns
- Continue to educate/ train anyone that will listen to our message

41

Questions?

Angie Bayless

Director
CEASE Arizona
(602)505-9050
apb1973@gmail.com

www.ceasearizona.org
